

AREAS OF EXPERTISE

- **Design:** Social Media & Advertising, Branding & Identity, Web & Print Design, Typography, Animation
- **Digital Production:** HTML5 Display Ads, Video Editing, Photography, Email & Fundraising Assets
- **Strategy & Leadership:** Brand Guidelines Development, Capacity Planning, Onboarding/Management, Presentation & Feedback

TECHNICAL SKILLS

- Adobe Creative Cloud
 - Illustrator
 - Photoshop
 - XD
 - Lightroom
- Canva
- Creatopy
- Procreate
- iMovie

EDUCATION

The University of Texas at Austin
2017 - 2020

- Bachelor of Science in Public Relations
- Certificate in Business Foundations

Sydney Wallace

Senior Graphic Designer / Lead Visual Designer

Senior Graphic Designer with 7+ years of experience specializing in digital, print, web, and brand design. Proven ability to lead high-volume creative production. Background in marketing and public relations with a strong understanding of audience-driven design.

EXPERIENCE

RACONTEUR MEDIA COMPANY

Marketing Intern | January 2020 - December 2020

Graphic Designer | June 2021 - July 2024

Senior Graphic Designer | July 2024 - Present

- Manage and execute 350-400 design requests quarterly, delivering multi-channel assets for organic/paid social, animated display, print, and web
- Establish production procedures and task management systems to ensure organized delivery across the agency
- Led comprehensive company rebrand, including the development of style guides, digital collateral, and internal media plans
- Successfully onboarded and managed three design interns to scale production capacity

Current Campaign: Lead Designer - Don Huffines For Texas Comptroller

- Serve as the creative point of contact for the campaign manager, managing all client communications, feedback loops, and project timelines
- Oversee and develop end-to-end design for all digital and physical channels, maintaining on-time delivery despite the intensive, 24/7 demands of a statewide race

Custom Collages *by Sydney Wallace*

- Owner, founder, and creative director
- Design and produce a custom product line - including stationery, apparel, and digital artwork - translating personal narratives into meaningful visual aesthetics
- Direct all e-commerce operations, including website maintenance, customer service, and order fulfillment, to ensure a seamless buyer experience
- Scale brand awareness through targeted social media strategy and user-generated content (UGC), growing an engaged community on Instagram

THE UNIVERSITY OF TEXAS BASEBALL DIAMONDS | HISTORIAN

May 2018 - May 2020

- Managed digital presence across Instagram, Twitter, and Facebook, doubling Instagram followers during tenure
- Increased new member applications by 150% through targeted social media and print recruitment materials
- Produced, filmed, and edited recruitment videos and photography for annual events